

SUMTER COUNTY ORDINANCE 2010-22

AN ORDINANCE OF SUMTER COUNTY, FLORIDA AMENDING ORDINANCE 2004-25 AND, SPECIFICALLY, THE SUMTER COUNTY TOURIST DEVELOPMENT TAX PLAN TO ALLOW FOR A REALLOCATION OF TOURIST DEVELOPMENT TAX FUNDS, PROVIDING FOR SEVERABILITY, AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the Board of County Commissioners of Sumter County, Florida have determined that a reallocation of funds from revenue generated by the Tourist Development Tax approved by Sumter County voters via referendum would be in the best interests of Sumter County.

NOW, THEREFORE, BE IT ORDAINED by the Board of County Commissioners of Sumter County, Florida, as follows:

SECTION 1. AMENDMENT.

Ordinance 2004-25 shall be amended as follows:

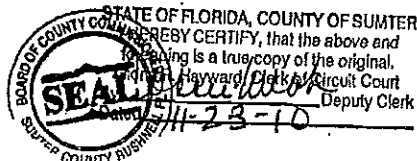
The "objectives" and "Definitions" Section of the Sumter County Tourist Development Tax Plan shall be amended to read as stated in Exhibit "A" attached hereto and incorporated as if stated fully herein.

SECTION 2. EFFECTIVE DATE.

This Ordinance shall take effect upon recording with the Secretary of State by the Sumter County Clerk, on a date no later than December 1, 2010.

SECTION 3. SEVERABILITY.

If any provision of this Ordinance or the application thereof to any person or circumstances is held invalid, the invalidity shall not effect other provisions or applications of the Ordinance which can be given the effect without the invalid provision or application, and to this end, the provision of this act are declared severable.



DONE AND ORDAINED this 23 day of November 2010, in
regular session by the Sumter County Board of County Commissioners in
Bushnell, Florida.

The Villages

ATTEST: GLORIA HAYWARD
CLERK OF CIRCUIT COURT

SUMTER COUNTY, FLORIDA



Gloria Hayward

Clerk

[Signature]

By:

Chairman

Approved as to Legal Form:

[Signature]

County Attorney

Exhibit "A"

SUMTER COUNTY TOURIST DEVELOPMENT TAX PLAN

The objective of the TDC is to further enhance the tourism industry and the overall economy of Sumter County through projects or programs that meet the following criteria:

1. Conform to State/County Ordinances
2. Attract new visitors to Sumter County
3. Increase the frequency of visits
4. Increase the length of stay of visitors
5. Increase the per capita spending of visitors
6. Increase the number of room nights, thereby increase tourist development revenues.

All funds will be disbursed using the TDC grant application and must conform to these guidelines in one of the categories outlined below. Applications that do not conform to these guidelines will not be considered for funding. Funding limits are subject to approval by the TDC. A three-fourths affirmative vote of the membership of the TDC shall be required to approve any expenditure of funds in excess of fifty percent of the then available funds.

DEFINITIONS The funds to be disbursed no less than 40% of the annual budget for the following combined categories:

<i>Category</i>	<i>Definition</i>
SPONSORSHIPS	Major events staged in the county by non-profit Organizations that attract large numbers of visitors from outside the county. Examples would include National and international sports events or concerts.
SPECIAL EVENTS	One day and multi day events sponsored by non-profit Sumter County based organizations, which are open to the Public such as festivals, art shows and historical events. Individual grant amounts will be determined by need by the TDC.
EVENTS	Organized tournaments and events held within the county that brings participants from outside the county.
ADVERTISING/PROMOTION	Placement of advertisements and co-op advertising at intra-state, state or county level in magazines, newspapers, radio, BCT. Development and placement of printed publications, brochures, rack cards, web sites, kiosk systems, tourism trade shows, billboards and any type of advertising opportunities for Sumter County.

The funds to be disbursed no more than 60% of the annual budget for the following category:

CAPITAL IMPROVEMENTS Projects sponsored Governmental Organizations or non-profit organizations within the county to establish new or refurbish existing facilities for recreational activities, cultural events and performances within Sumter County.

All material submitted with grant applications will become a matter of public record, open to inspection by any citizen of the State of Florida subject to Chapter 119, Florida Statutes.

**SUMTER COUNTY BOARD OF COMMISSIONERS
EXECUTIVE SUMMARY**

SUBJECT: 5:00 p.m. Public Hearing - Consider revision to Ordinance 2004-25 to change to disbursement percentages within the Tourist Development Tax Plan to 60% capital improvements and 40% sponsorship, special events/events and advertising/promotions

REQUESTED ACTION: Approve

☐ Work Session (Report Only)
☒ Regular Meeting

DATE OF MEETING: 11/23/2010
☐ Special Meeting

CONTRACT: ☒ N/A

Effective Date: _____
Managing Division / Dept: _____

Vendor/Entity: _____
Termination Date: _____

BUDGET IMPACT:

☐ Annual
☐ Capital
☒ N/A

FUNDING SOURCE: _____

EXPENDITURE ACCOUNT: _____

HISTORY/FACTS/ISSUES:

The Tourist Development Tax Plan was adopted by the Board via Ordinance 2004-25 and contains direction for disbursement of funds with 60% allocated for sponsorships, special events/events, and advertising/promotions and 40% allocated for Capital Improvement Projects with all expenditures being consistent with provisions of Section 125.0104, Florida Statutes and the adopted Tourist Development Plan.

The Tourist Development Council met on October 28, 2010, and recommends the plan be revised to provide for disbursement of funds with 40% allocated for sponsorship, special events/events, and advertising/promotions and 60% allocated for Capital Improvements Projects.

This Ordinance revision is proposed to reflect this recommendation. Amendment to the tax plan and enactment of this ordinance requires an affirmative vote of a majority plus one additional member of the Board of Sumter County Commissioners (125.0104(4)(d) F.S.S.).

APPROVED

Nov. 23, 2010